

Attilio Baghino

The
**AMEDEO
CHALLENGE**



Flying Publisher

Who is Amedeo? What are the driving forces behind the project? What is Free Medical Information? How can free medical textbooks such as HIV Medicine generate money? And what the hell are the Amedeo textbook awards?

Attilio Baghino has been the official biographer of the Amedeo project for many years and answers all these questions. While telling the Amedeo success story, he also shows why the concept of free medical information is intimately linked to the personality of BSK.

Physicians have the economic power to produce free medical textbooks. In October 2007, BSK will issue a call for donations. If every subscriber to his Amedeo, Free Medical Journals, and FreeBooks4Doctors donates 10 Euro, they will collect enough money to create 100 free textbooks, thus generating a textbook value of more than 500,000,000 Euro.

We are in the middle of a hurricane, which is approaching medical publishing territory. "The Amedeo Challenge" describes some of the players and forces involved.

Amedeo Challenge

Promoting Free Medical Textbooks

Attilio Baghino

Amedeo Challenge

Promoting Free Medical Textbooks

www.AmedeoChallenge.org

The paperback book
of this PDF
is available at
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Flying Publisher

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www.a4w.it



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Preface

Who is Amedeo? What are the driving forces behind the project? What is Free Medical Information? How can free medical textbooks such as [HIV Medicine](#) generate money? Why should medical authors waive the copyright of their books? And what about [Amedeo Challenge](#), creating awards, motivating physicians to publish, calling for donations?

Attilio Baghino has been the official biographer of the Amedeo project since 1999 and answers all these questions and many more: How Amedeo was born and where it will eventually take us. We are in the middle of a hurricane, which is approaching medical publishing territory. *The Amedeo Challenge* describes some of the players and forces involved.

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BSK

Bernd Sebastian Kamps was born in [Beyenburg](#), Germany, in 1954, and married [Patricia Bourcillier](#) in 1974. After three years of studying law, he entered medical school in [Cologne](#), from which he graduated in 1981. Following graduation, he and his wife emigrated to Sardinia, Italy.



Figure 1.1. Beyenburg (view location on [Google Maps](#)).

In April 1983, while sitting on the once unique Poetto beach in [Cagliari](#), Sardinia, BSK's younger brother, Stephan, taught him the basics of computer programming. Over the next two years, BSK developed software to aid in the instruction of foreign languages, one of his favorite pastimes. During this time, he and his wife wrote several language textbooks for German students (*French/Italian/Spanish/English/Sardinian for Mollis & Müslis*). To produce and distribute the books, the Kamps' created a small publishing house, later known as Steinhäuser Verlag. There was neither the budget nor the time for publicity, but the books became popular by word-of-mouth. Within 6 years, they reached a circulation of 40,000 copies.

BACK IN GERMANY

In 1986, BSK returned to Germany to join a group at the [University of Bonn](#) for a follow-up study of 400 HIV-infected patients of the Bonn Hemophiliac Cohort Study (BHCS). In 1989, he joined the group led by [Wolfgang Stille](#) and Eilke Brigitte Helm at Frankfurt University. The following year, he published the first edition of his textbook *AIDS 1991*, for which he used his small publishing house, Steinhäuser Verlag.

At the time, it was not customary for physicians to publish their own books. In fact, BSK's boss suggested that he destroy the 1,000 copies of the first edition, claiming that medical careers had been ruined for less. BSK did not comply, and after leaving Frankfurt, continued to publish yearly updates [until 2000](#).

The first of now 15 HIV textbook editions was accompanied by a diskette. Years ahead of the Internet, it contained a small piece of software, developed by his brother, which interlinked chapters of the book with hyperlinks. The diskette was officially declared freeware, and copying it was encouraged ([download](#) of the DOS version). Also in 1991, while still working at Frankfurt University, BSK and his wife published two additional [French](#) and [Italian](#) textbooks ("...zwischen den Hügeln der Venus und den Lenden Adonis").

SARDINIA: THE BIRTH OF AMEDEO

In 1994, BSK returned to Sardinia where he registered his first web domain, www.hiv.net, in late 1995. A few months later, he decided to provide the 6th edition of his textbook – now co-edited with Hans-Reinhard Brodt and Eilke Brigitte Helm – on his website. 460 pages of a freshly published

medical textbook were now just a mouse click away. The concept of free medical information was born!

Updating a medical textbook annually, especially the bibliography of the various chapters, requires considerable effort. To speed up the process, BSK developed software for targeted literature searches that returned results in a format that could be easily imported into the *AIDS* textbook. In November 1997, he decided to publish his weekly search result on www.hiv.net and established a mailing list for his medical colleagues. At this time, BSK's brother, Stephan, decided to join the effort, offering his computer skills. In January 1998, he realized a breakthrough when he developed a piece of software that allowed the literature service to be adapted to the specific needs of single subscribers. As a result, in May of the same year, the original HIV service was extended to include 33 different subjects. The new web service became known as [Amedeo](#), trivially named after Via Principe Amedeo (Figure 1.2), the street in Cagliari where BSK lived at the time (see a [view over the city port](#) from the family apartment).



Figure 1.2. Via Principe Amedeo, Cagliari, Sardinia.

Since then, Amedeo has provided its subscribers with weekly updates on new articles, which now cover about a hundred different subjects. The results are delivered in a personalized email (see example at www.amedeo.com/email.php), and Amedeo has rapidly developed into one of the [most popular web services](#) for medical scientists. At the end of 1999, the number of subscribers reached 10,000, and four years later, the 100,000th subscriber signed on. The success of Amedeo may partially be due to the fact that it was developed “by doctors ... for doctors”. Most importantly, however:

All Amedeo services are free of charge.

Until September 2003, BSK chose not to publicize the number of subscribers to Amedeo – a deliberate move not to awaken potential “me-too” competitors...

FREE MEDICAL INFORMATION

In 1999, tired living on a remote island on the margin of Europe, BSK moved to Paris and summarized his web activities under the [Flying Publisher](#) logo. In 2003, with [Christian Hoffmann](#) as the new editor-in-chief, he resumed the annual publication of the [HIV textbook](#). Within a few months, the new team also published an English edition under the name [HIV Medicine](#). Following the tradition started in 1996, both books were made freely available on the Internet. This time, however, BSK and Hoffmann went a step further, and – in what was truly a creative move – [waived the copyright](#) for all languages except English and German. As a result, *HIV Medicine* was translated into [Spanish](#), [Persian](#), [Portuguese](#), Romanian, and [Russian](#). Over the following years, BSK and Hoffmann published textbooks about [SARS](#) and [Influenza](#) (the latter in cooperation with [Wolfgang Preiser](#)). The astonishing result of providing free PDFs of medical textbooks over the Internet was that they are downloaded up to 100,000 times per year.

In 2005, BSK summarized his experiences as a medical publisher in *Free Medical Information – Doctor = Publisher*. The booklet described how to produce a successful medical textbook: from defining the project, selecting the coauthors, fixing the deadlines, building the website, as well as printing, marketing, distributing, and negotiating with the sponsors.



Figure 1.3. Mexico 2006; Bernd Sebastian Kamps (right), with [Gustavo Reyes-Terán](#), the editor of the [Spanish HIV Medicine edition](#).

AMEDEO TEXTBOOK AWARDS

To promote the *Free Medical Information* ideas, BSK created the [Amedeo Textbook Awards](#) in 2006. The first 12,500 Euro award was for a [clinical textbook on tuberculosis](#) and was sponsored by [Patricia Bourcillier](#) and BSK. The winners of the award were [Juan Carlos Palomino](#), [Sylvia Cardoso Leão](#), [Viviana Ritacco](#), and 37 other clinicians and researchers from 12 countries. The 700-page *Tuberculosis 2007* was published in May 2007 (see also BSK's [YouTube presentation](#)). The second award of 25,000 Euro is for a [textbook on antibiotic therapy](#), and the third one of 12,500 Euro is for [hepatitis](#). A fourth award will be announced in October 2007.

The assumption of the Amedeo Textbook Awards is that a relatively modest amount of money – 12,500 Euro – will motivate highly experienced physicians to write first-class medical textbooks for free Internet access. While *Free Medical Information* declared that Doctors are self-sufficient when it comes to writing, publishing and distributing their textbooks, Amedeo Challenge now claims that the medical community is probably self-sufficient, too, when it comes to financing free medical textbooks.

In October 2007, BSK will issue a call for donations. He will essentially rely on more than 130,000 long-time subscribers to Amedeo and on all those who were satisfied with *HIV Medicine*, *Influenza Report* or other web services he offers (see the complete list at [Flying Publisher](#)). In a perfect world, each person would donate 10 Euro – now or over the next years – and within a few years, physicians would find more than 100 free medical textbooks on the Internet.

Amedeo Challenge is a non-profit making initiative. The money made available by the sponsors and donators is entirely (100 %) distributed among the editors and authors of the winning teams. Most importantly, BSK and the Amedeo Team (www.amedeo.com) will charge no fee for the management of the Amedeo Challenge website and associated activities.

In addition to his textbook activities, BSK manages the following websites – always with the support of his brother, Stephan, who seems to be the grey eminence behind the curtains of all Flying Publisher activities:

- [Free Medical Journals](#)
- [FreeBooks4Doctors](#)
- [Medicine on Earth](#)

BSK gives lectures about the current and future developments of free medical information. He speaks English, Spanish, Arabic, French, Portuguese, German, and Italian.

TIMELINE

- 1983 Creation of Steinhäuser Verlag
- 1990 [AIDS 1991](#)
- 1996 [HIV.NET](#)
- 1998 [Amedeo.com](#)
- 1999 [Flying Publisher](#)
- 2000 [Free Medical Journals](#)
- 2001 [Medicine on Earth](#)
- 2002 [FreeBooks4Doctors](#)
- 2003 [HIV Medicine](#)
- 2003 [SARS Reference](#)
- 2005 [Free Medical Information](#)
- 2006 [Influenza Report](#)
- 2006 [Amedeo Challenge](#)
- 2007 [HIV Medicine](#), 15th Edition
- 2007 Juan Carlos Palomino, Sylvia Cardoso Leão, Viviana Ritacco, et al. publish [Tuberculosis 2007](#) and are the winners of the first [Amedeo Textbook Award](#). The 12,500 Euro award was funded by [Patricia Bourcillier](#) and [BSK](#).

2

The Amedeo Story

[Amedeo](#) is a medical literature guide that provides its subscribers with weekly newsletters about new scientific publications ([see example](#)). To the non-initiated, the concise nature of the Amedeo listings – interminable “Authors, Titles, Journals, Years of Publication, Volumes, Pages” – may appear to be among the duller things in the world. To the initiated, Amedeo is a formidable time-saver. Due to its very content, Amedeo subscribers are typically clinicians and researchers working at the frontline of medicine.

At the beginning of 2007, Amedeo covered 100 topics, had more than 130,000 subscribers and was among the [most popular medical websites](#) worldwide. It is an entirely free service due to unrestricted educational grants from numerous pharmaceutical companies. The men behind Amedeo are [Bernd Sebastian Kamps](#) (BSK), his brother Stephan Kamps, and several dozen physicians.

GENESIS

The story of Amedeo goes back to 1997. In August of that year, while browsing the Internet for HIV news to be included on his website [www.hiv.net](#), BSK discovered that single abstracts of scientific articles could be directly addressed at the PubMed website ([see example](#)). This discovery prompted him to generate weekly lists of HIV and AIDS articles published in 20 scientific journals and send them to some of the authors of his AIDS textbook [AIDS 1991ff](#) (the predecessor of [HIV Medicine](#)).

In November 1997, BSK started publishing his weekly literature lists on HIV.NET and offered free subscription to a mailing list. Iris Wiesel (Figure 2.1) and Torsten Hoof from [Hoffmann-La Roche](#) agreed to contribute an educational grant, and over the following 6 months, 200 people subscribed to the mailing list. At that time, the weekly message was identical for all subscribers and was sent out from the desktop computer of BSK.

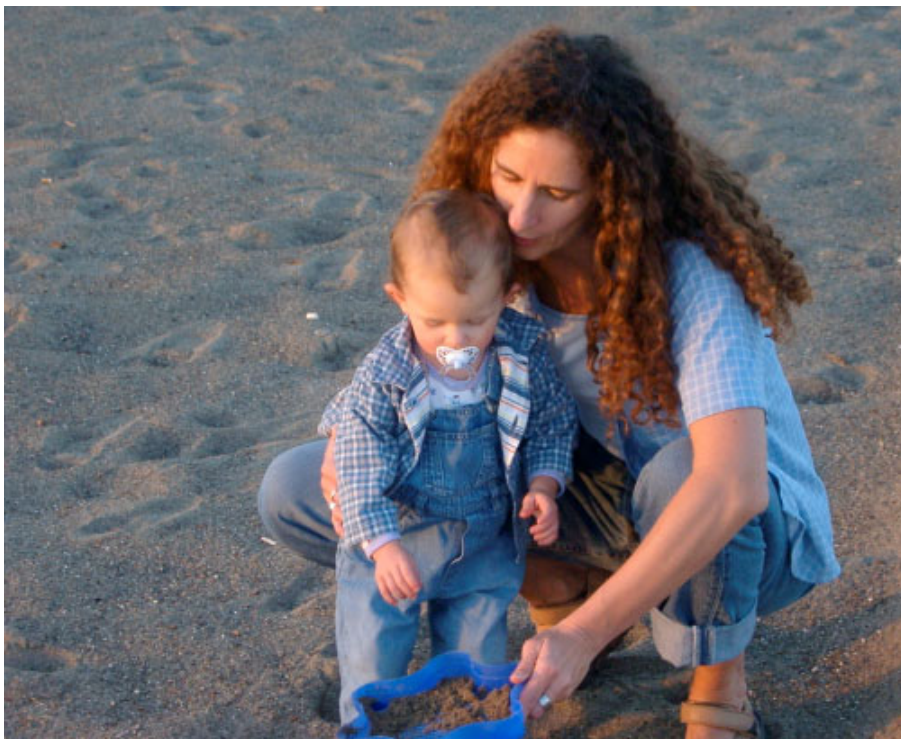


Figure 2.1. Iris Wiesel with her daughter Lena.

Things would probably have remained this way if, in December 1997, Stephan Kamps had not studied a 1,000-page book regarding a software package called *Cold Fusion*. This software allowed on-line database management and it appeared to be able to send emails directly from an Internet computer rather than a desktop computer. Stephan informed his brother about the abilities of the new software.

BREAK-THROUGH

A month later, during the night of January 22nd to January 23rd, at about 2.30 a.m., BSK suddenly realized the potential of semi-automatic email delivery. If the single components of an email (i.e., address of the recipient, subject, message, etc.) could be combined via software, then the message itself could be produced on the fly. Consequently, not all new articles would

need to be included in each newsletter, but only those published in a subset of journals previously selected by the subscribers.

Hence, the idea of Amedeo was born: offer several dozen topics such as HIV, ischemic heart disease, rheumatoid arthritis, breast cancer and Alzheimer's disease – each with an associated listing of up to 50 specific scientific journals – and let the individual subscriber make topic and journal selections. The subscriber's weekly newsletter would then only include the desired information: the clinician would skip virological articles, and the virologist would skip clinical articles. In summary, Amedeo simulates a virtual walk to the campus library. Using the [My Amedeo](#) option, subscribing to additional newsletters, changing email addresses, unsubscribing from a topic, or defining a new journal selection is now just a few mouse clicks away.



Figure 2.2. Cagliari, Sardinia – the place where Amedeo was born.

In February 1998, BSK convinced a dozen colleagues to participate in the weekly scanning of new articles, while Stephan Kamps undertook the task of developing the software that would make the new web service work.

On May 22nd, 1998, Amedeo was officially launched with [33 topics](#) and huge expectations – but over the next five months, the average number of new subscribers was a disappointing 2 to 3 per day! By October 22nd, 676 people had subscribed.

Then, between the 22nd and 30th of October 1998, the number of new subscriptions exploded and continued to grow steadily over the following months. For years, the reason for this sudden change in subscribing activity remained unknown; however, it is now assumed that it was due to the launch of a new search engine, which was first presented to the public in September 1998. The name of the new search engine was... Google!

During the following years, up to 500 people subscribed to Amedeo each week. On November 12th, 1999, the 10,000th subscriber joined Amedeo and the 100,000 mark was reached on September 30th, 2003. The topics that attract most subscribers are [Diabetes](#), [HIV Infection](#), [Critical and Intensive Care](#), and [Breast Cancer](#). In 10 years, Amedeo has delivered more than 40 million emails to its subscribers.

SPONSORS

Early on, the Amedeo effort was supported by educational grants from the pharmaceutical industry. After support by Hoffmann-La Roche, Pfizer joined in May 1998, and over the years, many other companies followed (GlaxoSmith Kline, Bristol-Myers Squibb, Lilly, Schering AG, Bayer, Novartis, Amgen, Boehringer Ingelheim, AstraZeneca). Their contribution was essential for the development of Amedeo.

Due to the very nature of the information presented in Amedeo – new scientific publications in medicine – the presence of these companies has to be as discrete as possible. Whereas the company logo may be displayed on the Amedeo website, the logo of a pharmaceutical product may not. Likewise, the weekly newsletter may mention the name of the sponsoring company, but not the name of a specific drug.

THE POWER OF AMEDEO

Today, 130,000 people are grouped around Amedeo and constitute a formidable work force. When BSK and [Christian Hoffmann](#) removed the copyright of [HIV Medicine](#), [SARS Reference](#) and [Influenza Report](#), a short message sent to the Amedeo subscribers was sufficient to find colleagues willing to translate the textbooks into various languages (see the translations of [HIV Medicine](#), [SARS Reference](#), [Influenza Report](#)). Likewise, when

BSK created the [Amedeo Textbook Award](#), numerous applications were submitted for the [tuberculosis](#), [hepatitis](#), and [antibiotic therapy](#) awards. Subscribers to Amedeo are obviously susceptible to the philosophy of *Free Medical Information*.

Amedeo is a typical Internet story of the 90's: it was almost unintentionally created and launched as an experimental website. It is more the incarnation of its creator's own surprise and excitement than the result of straightforward reasoning and dollar-driven business models: "Hey, look at what we have! Look how cool it all can be!"

"Of course, I hope to continue Amedeo for at least another 30 years", says 53-year-old [BSK](#). "But the most exciting thing about Amedeo is that there are many more developments ahead we can't even anticipate today. In 1998, nobody could have imagined the copyright removal concept or the Amedeo Textbook Awards."

The worldwide success of Amedeo is most probably due to the formula: "By doctors, for doctors". It comes as no surprise that Amedeo is one of the [top Internet websites](#) for medical researchers and clinicians. For Amedeo to be an independent information source, it is vital that it be in the hands of physicians. In 2005, the Kamps brothers received a 1.2 Million-Dollar offer to sell Amedeo. Two considerations were used while evaluating the offer. Firstly, the offer was submitted by an intermediate who did not want to disclose the identity of the buyer; this left the Amedeo creators without any guarantees as to the future of Amedeo as an independent scientific information tool. Secondly, and most importantly, the direct contact to 130,000 persons of excellence among the medical community may one day prove the all-decisive ingredient for the development of even more exciting Internet projects in medicine. The Kamps brothers declined the offer.

3

HIV.NET

[HIV.NET 2007](#) is the 15th edition of a medical textbook about HIV and AIDS and is the reference text in Germany. The Editor-in-Chief is [Christian Hoffmann](#), who is also editor of [HIV Medicine](#), [Influenza Report](#), and [SARS Reference](#).

The HIV.NET story goes back to 1995. On October 27th of that year, [Bernd Sebastian Kamps](#) (BSK) undertook his very first steps on the Internet when the father of his goddaughter Charlotte (Figure 3.1) convinced him to upload an exhaustive epidemiological analysis of the European AIDS epidemic to a Compuserve server. Thrilled by this experience (*“Within minutes, I made dozens of tables and figures available to whoever was connected to Compuserve and had an interest in AIDS epidemiology!”*), BSK contacted a local Internet provider to rent 0.5 Megabytes of web space.



Figure 3.1. Charlotte, January 2000, French Breakfast

At the time, BSK resided in [Sardinia](#), a Mediterranean island thrown into the sea halfway between Europe and Africa. Ironically, although the Internet was still largely unknown in Germany, France and most other European countries at the time, a local entrepreneur in Sardinia offered Internet access at affordable prices. BSK started studying HTML, the basic programming language for Internet websites.

DOMAIN NAMES

A month later, BSK met another German emigrant, Siegfried März, who insisted that having a small web space was not sufficient. *“What you need is your own Internet domain with your own URL, for example [www.xyz.com](#)”*, März said. BSK immediately contacted [Marc Herms](#), a third German expatriate, and asked him to search for available domain names in the HIV/AIDS area. That very evening, on November 22, 1995, BSK drafted guidelines detailing the kind of information that should be included in a web-based HIV and AIDS information portal, and how to finance it. He anticipated that he could convince pharmaceutical companies to sponsor his work, assuming that the content was good. Fortunately, good content was to hand in the form of the 6th edition of his medical textbook, “AIDS 1996”. He founded this book in 1991 and, since 1994, had been co-editing it with Hans-Reinhard Brodt and Eilke Brigitte Helm. On December 28th, 1995, Marc Herms registered BSK’s first domain name [www.hiv.net](#).

SPONSORS

Two months later, in February 1996, BSK contacted Thorsten Hoof, a then young marketer at Roche, and proposed a meeting to discuss the perspectives of the new Internet technology. On a cold Saturday morning, at the agency of Milan documentary film producer Dario Barone, they discussed the business model of HIV.NET. BSK offered to provide free access to the 6th “AIDS 1996” edition on his website without any restrictions, and Thorsten Hoof agreed to contribute to the website development. On March 16th, the 60th birthday of co-editor Eilke Brigitte Helm, [HIV.NET](#) went online. Later, other companies followed Roche’s example and became official sponsors of the HIV.NET website (Pfizer, Pharmacia & Upjohn, GlaxoWellcome, Boehringer Ingelheim, Tibotec).

In retrospect, free access to a newly updated medical textbook about HIV and AIDS may have been of particular importance in early 1996: at that very time, and for the first time since AIDS was discovered in 1981,

treatment of HIV infection with recently introduced antiviral drugs showed a significant improvement in patient survival. In individual cases, the free availability of a textbook that described the new treatment modalities may have made a difference...

Over the coming years, HIV.NET extended its service by offering conference reports and news about advances in the management of HIV and AIDS. However, the event of the year – of every year – was the publication of the updated edition. Since one of BSK's credos is *"If people are willing to study, we should help them and do everything possible to give them free access to learning materials"*, he offered free access to the updated HIV textbook as early as two months after the book was available in bookstores. Today, it is the other way around: the updated chapters are available on the website months before the book even goes to print. The rationale behind this strange way of publishing is BSK's belief that a free PDF is the best publicity for a medical textbook. He later detailed this new way to conceive medical publishing at www.FreeMedicalInformation.com. The success of HIV.NET seems to prove him right.



Figure 3.2. Meeting of HIV.NET authors in Sardinia, 2004.

CHRISTIAN HOFFMANN

Following the 10th edition of the AIDS textbook, the first editorial team dispersed and no updates were published in 2001 and 2002. On November 22nd, 2000, BSK convinced Christian Hoffmann to become editor-in-chief of HIV.NET. At this time, BSK retired from all other activities in order to concentrate on the development of [Amedeo](#), while HIV.NET focused mainly on conference reports and other news.



Figure 3.3. Four of the 16 authors who attended the Sardinia 2004 meeting were marathon-experienced – an unusual prevalence. From left to right: [Christian Hoffmann](#), [Tim Niehues](#), [Thomas Buhk](#); second row: [Ulrich A. Walker](#).

Near the end of December 2001, Hoffmann and BSK realized that although HIV.NET provided a good news service, the underlying textbook was aging rapidly. On January 8th, 2002, they agreed to create a completely

new edition of the textbook with a new team of authors. Hoffmann selected the collaborators, and the name of the 11th edition was changed to [HIV.NET 2003](#). While the book was being printed, BSK had the main chapters translated into English, and only a few months later, on April 9th, 2003, the English edition was offered for free online access. BSK also introduced a completely new concept in medical publishing – the [Copyright Removal](#) (see the next chapter for more details).

In March 2007, HIV.NET 2007 celebrated its 15th edition. One of the most astonishing particulars about this book is its authors. To update a medical textbook every year supposes some degree of commitment by all parties involved in the project. As more than 30 physicians contribute to the HIV.NET textbook, one would anticipate enormous problems maintaining the yearly deadlines; however, this has never occurred. When Christian Hoffmann and BSK determine the deadline for a subsequent edition, they know that no author will deliver more than 10 days past that deadline.

Regular meetings of the team decide on the future development of the book. Twice, the authors met in the isolated mountains of Sardinia (Figure 3.2 and 3.3 + location on [Google Maps](#)) – an unforgettable experience with adequate quantities of strong local red wine, [long-night discussions](#), and excellent food: lukewarm sheep's milk for breakfast; and for dinner, breast of swine, sheep's heart and goats' cheese. The culminating point of the rustic cuisine was traditional shepherd's bread with [sheep blood and pecorino](#).

The HIV.NET authors will have a life-long memory of it.

4

HIV Medicine

[HIV Medicine 2006](#) is the 14th edition of a medical textbook that provides comprehensive and timely information on HIV treatment. It is one of the most exhaustive and complete books about HIV. The 800-page textbook – which is based on the collaborative experience of noted European HIV/AIDS specialists – can be accessed or downloaded (as a PDF file) free of charge, and covers such topics as acute HIV infection, HIV therapy, side effects, lipodystrophy, resistance testing, and AIDS-defining illnesses. It includes a comprehensive, in-depth index of established and new HIV drugs.

The beginnings of the *HIV Medicine* textbook go back to 1990 when [Bernd Sebastian Kamps](#) (BSK) published the first edition of a medical textbook named “[AIDS 1991](#)”. For the 11th edition in 2003, [Christian Hoffmann](#) joined the project as the new Editor-in-Chief, bringing with him more than two dozen new co-authors. In accordance with the [Free Medical Information](#) philosophy, Hoffmann and BSK published new chapters on the HIV Medicine website months before the printed book was available in bookstores.

WAVING THE COPYRIGHT

On April 8, 2003, *HIV Medicine 2003* was made available as a free PDF file and the copyright was waived for all languages but English and German. BSK and Hoffmann then issued a worldwide call to HIV colleagues, appealing them to translate the document into other languages, and offered the editors publication rights and all profits from resulting sales. The message was distributed to more than 170,000 subscribers to BSK’s mailing lists [Amedeo](#), [FreeBooks4Doctors](#), and [Free Medical Journals](#).

To benefit from this unprecedented editorial manoeuvre, would-be editors only needed to comply with a few conditions (see [details](#)), the most important of which were as follows:

- The main page of the publication – be it the homepage of a Website or a book cover – had to reference the source of the information (“Adapted from www.HIVMedicine.com, by Hoffmann-Kamps et al.”).
- The authors of the individual chapters had to be referenced at the beginning of each chapter.
- Translations had to reproduce the original documents faithfully. However, if national treatment guidelines, drug approval conditions or treatment-related issues specific to the editor’s country differed from what was recommended or described in *HIV Medicine*, a corresponding note had to point out that difference.

As a result of this unusual offer, *HIV Medicine* was available in [Spanish](#), [Portuguese](#), Romanian, and [Russian](#) by the end of 2003. A [Persian](#) edition was published in 2007. Translations into other languages (i.e., [Vietnamese](#)) are underway.

SPONSORS

In early 2003, BSK outlined the new project to representatives of various pharmaceutical companies (Iris Wiesel from Roche; Jürgen Bufler from Pfizer; Thomas Fischer from Boehringer Ingelheim). All offered to pay a modest annual contribution in exchange for displaying their company logo on the website. In 2003, 2005, and 2006, Roche bought *HIV Medicine* textbooks to distribute freely at the European AIDS Conferences. Whereas the 2003 distribution in Paris was a normal event, the 2005 distribution in Dublin turned out to be spectacular. Roche had announced the distribution of the book on a voucher included in the conference bags. The result? The company’s booth was literally besieged after the opening of the exhibition and hundreds of books were distributed within minutes.

PERSPECTIVE

Today, *HIV Medicine* is one of the most used HIV/AIDS textbooks worldwide. Between October 2005 and October 2006, the various PDF versions of the 2005 edition (English, German, Spanish, Portuguese, Russian) were downloaded more than 80,000 times. That translates into one download every 6 minutes – day and night – of every day of the year.

“We did anticipate this result but to see it happen is obviously satisfying,” says BSK. “More importantly, such formidable download rates are a tremendous motivation for the authors who have accepted the responsibility to update their chapters annually.” However, there is still an unmet desire. “Although most major languages are covered, one language is still missing – Chinese. There is clearly a need for a Chinese version, and there is a huge potential for financial gain for the translating group as well.”

The 15th edition of *HIV Medicine* will be published in autumn 2007. Colleagues from China: Have you received the message?

5

Flying Publisher

Amedeo is also the parent site of [Free Medical Journals](#) and [FreeBooks4Doctors](#) – the development of these websites was a by-product of the work on Amedeo. Another Amedeo-derived web service is [Medicine on Earth](#), where more than 2,000 Amedeo subscribers describe themselves and their work. All these Amedeo websites have now been grouped under the [Flying Publisher logo](#).

The mainstay of Flying Publisher's philosophy is that the promotion of free circulation of top quality medical information will ultimately lead to an increase in the quality of medical care. The medical textbooks are available in hard copy for a price, and on the Internet free-of-charge. They are copyright free, and have been translated into a number of languages. The Flying Publisher website includes links to [HIV Medicine](#), [Influenza Report](#), and [SARS Reference](#) as well as the links to translations into other languages.

The philosophy of *Flying Publisher* is summarized in three messages of the homepage:

1. Before the end of this decade, medical publishing will undergo a revolutionary transformation. The Internet will provide us with an unprecedented wealth of state-of-the-art medical information. The ready availability of this information will have a tremendous impact on medical practice and quality of life.
2. If you are a passionate clinician or researcher and you write, you have an extraordinary opportunity to speak directly to your audience. Put your books on the Internet! A little bit of knowledge about the basics of word processing, and a student capable of preparing the information for the Internet is sufficient to render your text visible to the world.

3. Put your writings on the Internet for free. You will have an immense number of readers and you will establish a relationship with them. The spirit of science is to share information. Be part of it.

The position of Flying Publisher in the Amedeo Galaxy is shown in figure 5.1.

FREE MEDICAL JOURNALS

[Free Medical Journals](#) (FMJ) was launched in late February 2000, days before the inflation of the Internet bubble. Within a year, it had 15,000 visitors per day. In early 2007, these figures stabilized to around 7,000 daily visitors.

FMJ is a simplistic website: it only produces a list of free journals. Initially founded by Bernd Sebastian Kamps (BSK), Sylvie Sou ran it until 2004. Now it is back under BSK again. Most articles from the journals listed at FMJ are freely available one to 6 months after publication. The popularity of medical journals is shown in Table 5.1.

According to BSK, following the FMJ website is no fun, but with so many visitors, noblesse oblige. You cannot shut down a website which has > 7,000 visitors per day. The mailing list of more than 30,000 people also shows a clear need for future commitment. The show must go on.

FREEBOOKS4DOCTORS.COM

[FreeBooks4Doctors](#) (FB4D), created in January 2002, offers a list of more than 600 free medical textbooks. The subscribers total 20,000, and on average, 2,000 visitors link to the site every day. FB4D is likely to become even more important as free books become more widespread following the announcements of more [Amedeo Textbook Awards](#) (see Chapter 7, page 49).

MEDICINE ON EARTH

[Medicine on Earth](#) is directly linked to [Amedeo](#). Those who subscribed one year ago or earlier may add their CV and photo to the website. Optional information includes a list of no more than 20 publications listed on the PubMed website.

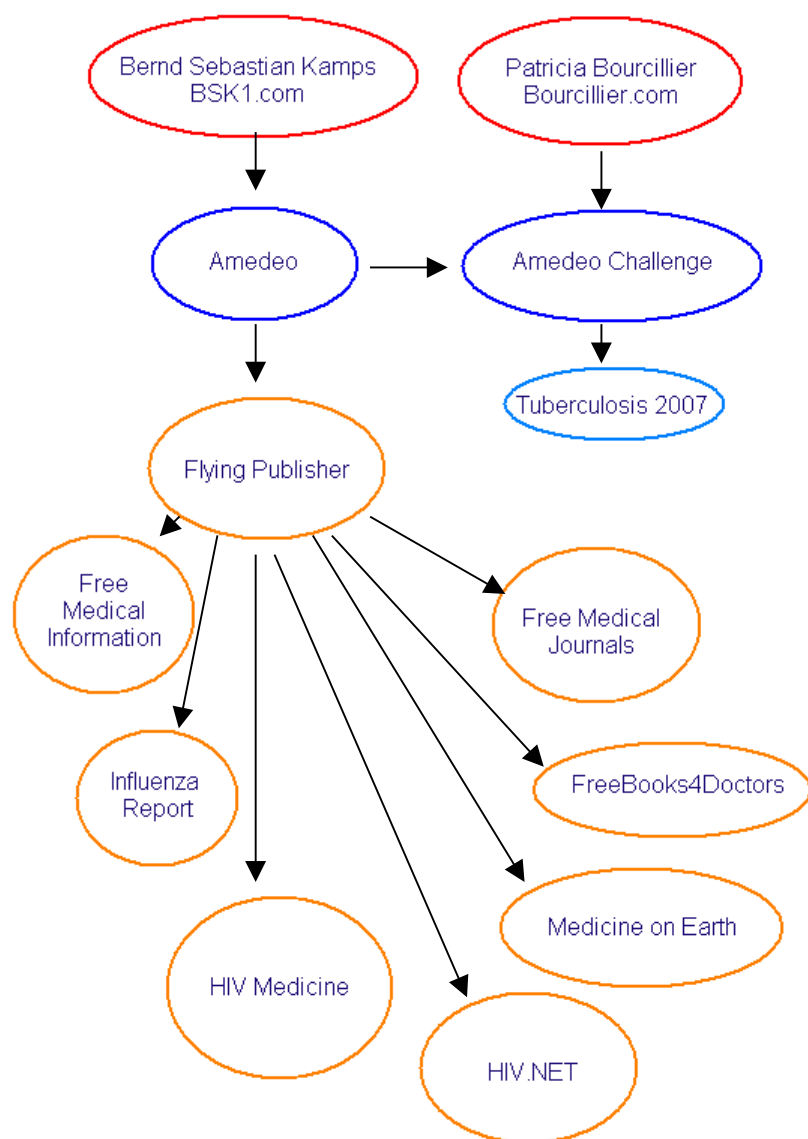


Figure 5.1. The Amedeo Galaxy.



Figure 5.2. Patricia Bourcillier and Bernd Sebastian Kamps, Paris 2006 ([Nicola Desogus](#) Photo).

Table 5.1. The 30 most popular medical journals at FMJ*

| Journal | Click-through numbers |
|--|-----------------------|
| 1. New England Journal of Medicine | 77,390 |
| 2. JAMA | 34,064 |
| 3. CA: A Cancer Journal for Clinicians | 24,345 |
| 4. Journal of Clinical Investigation | 20,986 |
| 5. British Medical Journal | 18,338 |
| 6. Annals of Internal Medicine | 17,125 |
| 7. Circulation | 16,553 |
| 8. Diabetes Care | 15,238 |
| 9. Radiology | 14,435 |
| 10. Diabetes | 14,075 |
| 11. Science | 12,612 |
| 12. Emerging Infectious Diseases | 12,119 |
| 13. Biochemical Journal | 11,896 |
| 14. Blood | 11,614 |
| 15. Brain | 11,091 |
| 16. American Journal of Clinical Nutrition | 10,717 |
| 17. Infection and Immunity | 10,258 |
| 18. Antimicrobial Agents and Chemotherapy | 10,182 |
| 19. Journal of Clinical Microbiology | 9,985 |
| 20. American Journal of Respiratory and Critical Care Medicine | 9,967 |
| 21. Journal of Infectious Diseases | 9,293 |
| 22. Stroke | 8,757 |
| 23. Journal of Experimental Medicine | 8,286 |
| 24. Endocrine Reviews | 8,168 |
| 25. AIDS | 8,122 |
| 26. Journal of Clinical Endocrinology & Metabolism | 8,000 |
| 27. Hypertension | 7,953 |
| 28. Journal of the American College of Cardiology | 7,898 |
| 29. Pharmacological Reviews | 7,891 |
| 30. Nucleic Acids Research | 7,708 |

* Number of accesses from the Free Medical Journals website (May 2005 through November 2006)

GOLDENLINKS4DOCTORS

Amedeo's [GoldenLinks4Doctors](#) (GL4D) proposes a collection of outstanding medical websites. The websites were initially ranked by monthly – and later quarterly – polls taken from members of the Amedeo Literature Service. In the future, the polls will take place once a year. The next voting period extends from September 20th, 2007 through December 20th, 2007.

GL4D was created in 2004. The inclusion criteria for medical websites are:

1. Medical journals should give access to full text of all original articles at least one year old and older (better: six months; see the policy of the [New England Journal of Medicine](#) and [JAMA](#)).
2. All other websites should be free.
3. Access to the websites should not require previous registration. Exceptions to this rule will be made only in selected cases.

Only members of the Amedeo Literature Service are eligible to participate in the monthly polls. An Amedeo member is someone who subscribes to at least one of Amedeo's free weekly newsletters. Currently, the voting right is restricted to the 107,381 individuals who were members of Amedeo on February 15th, 2004.

To encourage Amedeo subscribers to vote, the Amedeo team sent out about 6,000 invitations for any single poll. As a result, more than 90 % of voters were different from one ballot to another. Interestingly, although there have been 20 polls over a three-year period (see the [archive](#)), PubMed always ended up at the top of the list; Amedeo was always second; and the following five websites were always the same, although in a different order:

1. [PubMed](#)
2. [Amedeo](#)
3. [New England Journal of Medicine](#)
4. [Medscape](#)
5. [PubMed Central](#)
6. [Free Medical Journals](#)
7. [British Medical Journal](#)

MISCELLANEOUS

The Flying Publisher website also lists some German books edited by [Patricia Bourcillier](#) and [BSK](#):

1. [Decamore](#)
2. [Französisch](#) zwischen den Hügeln der Venus und den Lenden Adonis‘
3. [Italienisch](#) zwischen den Hügeln der Venus und den Lenden Adonis‘

In addition, the site lists some of the other books published by [Patricia Bourcillier](#):

1. [Magersucht & Androgynie](#) (German)
2. [Sardegna Madre](#) (French)
3. [Androgynie et Anorexie](#) (French)

6

Free Medical Information

Free Medical Information: in just 100 pages, this booklet provides you with all you need to produce a successful medical textbook – and publish it as a free PDF on the Internet. In recent years, doctors have seen how amazingly self-sufficient they have become in spreading medical information. Thanks to computer technology and the Internet, they do not need medical publishers anymore if they want to transmit their knowledge to the world.

Based on his 15 years of experience in medical publishing, [Bernd Sebastian Kamps](#) (BSK) offers a detailed description of all stages of textbook production, from defining the project, selecting the co-authors and fixing the deadlines to building the website, printing, marketing, distributing, and negotiating with the sponsors. *Free Medical Information* is a book for future publishers and authors, for doctors and students – and for all those who would like to know how medical textbooks are produced today. In the 25 months following the publication in May 2005, the free PDF was downloaded more than 250,000 times (see [download counter](#)).

HIV, SARS, INFLUENZA

It was the [HIV Medicine](#) experience that inspired BSK to write this publishing guide for physicians. At the 2003 Paris Conference of the International AIDS Society, Roche handed out 3,000 copies to the participants. In comparison: over the following year, the free PDF version of the book was downloaded from the Internet more than 24,000 times (Table 6.1). In this case, Internet readers outnumbered readers of the printed book by 8:1.

Table 6.1. PDF downloads of free medical textbooks (figures to the nearest 500)*

| Textbook | Launch date | First month | Total |
|-------------------------------------|--|-------------|--------------------|
| HIV Medicine 2003** | 352 pages, June 2003 | 8,500 | 24,500 1 year |
| SARS Reference | 1st edition: 8 th May to 6 th July 2003 | 16,000 | 26,000 2 months |
| | 2 nd edition: 8 th July to 15 th October 2003 | 5,500 | 9,000 3 months |
| | 3 rd edition: 16 th October 2003 | 4,500 | 16,000 1 year |
| HIV Medicine 2005** | 762 pages, October 2005 | 11,500 | 45,000 1 year |
| Influenza Report | 225 pages, April 2006 | 11,000 | 34,500 1 year |
| HIV Medicine 2006** | 825 pages, October 2006 | 14,000 | 44,000 9 months |
| Tuberculosis 2007 | 687 pages, May 2007 | 31,000 | n.a. |
| Antibiotic Therapy | Expected in September 2007 | n.a. | n.a. |

* "Downloads" are potential readers. Just as for people who buy a book, not everyone actually reads it; nor does everyone who downloads a PDF.

** These books were printed at 2,000 to 3,000 copies each.

n.a. = not available

Also in 2003, BSK, Hoffmann, et al., published [SARS Reference](#) in three successively updated PDF editions. The book was downloaded more than 50,000 times over a 12-month period and translated into Chinese, French, Italian, Portuguese, Romanian, Spanish and Vietnamese (see www.sarsreference.com/sarsref/lang.htm). Two reviews were published in [Science](#) and in the [British Medical Journal](#).

Finally, in 2006, BSK, Hoffmann and Preiser published [Influenza Report](#). The result: 34,500 downloads in a year and [translations](#) into Chinese, Croatian, German, Indonesian, Mongolian, Serbian, and Slovenian.



Figure 6.1. Free Medical Books (by Carmen Rivera).

A NEW BUSINESS MODEL: PRINTED BOOK + FREE PDF

Offering a free PDF of a commercially available medical textbook seems to be a contradiction in terms: Why should a book in print sell if it is available as a free PDF on the Internet? Isn't it reasonable to assume that the free PDF prevents potential customers from buying the printed book? Experience shows: you get money for books, but peanuts for PDFs.

In reality, the question is not about money. When a free PDF has 10 to 100 more readers than a printed book, which is not free, the real question is:

“Do you prefer money or readers? money or independence? money or reputation?”

Physicians who prefer readers over money are richly rewarded: When the first edition of *Tuberculosis 2007* was published in May 2007, the [download counter](#) showed one download per minute, day and night, over 14 days. That is immensely gratifying – and most certainly better than money.

“Hands on your heart”, asked BSK during a presentation at the 10th National Conference on Infectious Diseases in Porto, Portugal, in October 2006, “was money an important issue when you wrote medical articles? Have you calculated how much you earned per hour for your writing activity? Are you sure that you earned more than a teenager who sells hamburgers at junk food restaurants? – The champagne, Mesdames et Messieurs, is for the editors, not for us. The editors drink champagne out of our skulls, and we are left with the peanuts anyway.”

Coming back to the question, “Can you sell the printed book if the content of the book is on the Internet as a free PDF?”, BSK proposes an answer as simple as it is surprising: yes, you can – by increasing your market share. The freely available Internet PDF is the best possible publicity for a book, and competitor “print only” books will have a difficult standing against a combination of “free PDF + printed book”.

“If you are a medical writer and if money is your primary motivation for writing”, BSK continued in Porto, “you should consider not writing anymore. Those who publish for free will soon throw you out of the market. Imagine 5 medical teams, each of them writing and publishing equally brilliant medical textbooks on the same subject. Assume that 4 teams decide to follow a traditional way of publishing – with a medical editor and no free PDF – whereas the fifth team offers free and unrestricted access to the book on the Internet. Please answer this question: ‘Which textbook do you think will be the reference text in 10 years?’”

DO IT YOURSELF

BSK's message is unequivocal: if a physician writes a book and wants it to be read by as many colleagues, students and patients as possible, he should not seek agreements with traditional publishing houses but simply produce the book independently. He reasons that all doctors today are experts in word processing and have become practiced layout designers. It takes them one mouse click and a few seconds to transform a book into a PDF document; with a second mouse click, the book is uploaded on a website.



Figure 6.2. Exploring new routes. Paris 2005, when BSK was writing *Free Medical Information*.

The making of medical textbooks is literally at the fingertips of writing physicians. Because medicine is not an endless subject, the medical community needs a small number of physicians – such as [Hoffmann](#), [Rockstroh](#), BSK, [Preiser](#), [Palomino](#), [Leão](#), and [Ritacco](#) – to produce 100 textbooks, which would cover the most important topics of modern medicine.

BSK accompanies his readers step by step through the process of how an idea becomes a book and how the books reach the readers. The individual stages of the *Free Medical Information* adventure are:

- Defining the chapters of the book and putting together a team of authors
- Writing your own chapters and guiding the authors
- Preparations behind the scenes, while the authors are writing
- Negotiations with sponsors
- Editing and refining work to make the manuscripts ready for print
- Advance publication of the chapters on the Internet
- Advertising and marketing
- Copyright clearance for translation into other languages

BSK has offered to make free medical textbooks visible by promoting them via some of his world-spanning communication channels:

1. FreeBooks4Doctors.com
2. a mention in the next edition of [Free Medical Information](#)
3. and above all: a mention in all [Amedeo](#) newsletters that are sent out every week to more than 130,000 subscribers around the world.

SUMMARY

The principal messages of *Free Medical Information* are:

- As physicians and scientists, we are independent – we all use word processing software, have learned how to format a text, are champions in proofreading, and can produce a PDF and upload it on an Internet server.
- We should always offer a free PDF on the Internet. As a consequence, the PDF of our textbook will be downloaded between 20,000 and 100,000 times a year – that is up to one copy every 5 minutes, every single day and night during an entire year!
- Why should we do this? Well, because a free PDF is the best publicity for our medical textbook.

- Distribution of the print version has recently been made feasible by the print-on-demand website Lulu.com which produces each book individually as new orders come in.
- One hundred doctor-editors and their co-authors would produce an enormous impact on medical education and practice.

SECOND EDITION

The second edition of Free Medical Information is scheduled to be published by October 2007.

7

Amedeo Textbook Awards

The Amedeo Textbook Awards are for physicians who publish free medical textbooks on the Internet and waive the copyright for all but three languages of their choice. In exchange, they can win:

- Amedeo Textbook Awards of up to 25,000 Euro

and will gain worldwide attention when their textbook is announced via the following communication channels:

- Homepage of [Free Medical Journals](#) (7,000 visitors/day)
- Homepage of [FreeBooks4Doctors](#) (2,000 visitors/day)
- Citation in [Free Medical Information](#) (> 250,000 downloads in 25 months)
- Recommendation in the weekly [Amedeo Newsletters](#) (130,000 subscribers)

The winners of the first Amedeo Award were [Juan Carlos Palomino](#), [Sylvia Cardoso Leão](#), [Viviana Ritacco](#), and 37 clinicians and researchers from 12 countries. Their *Tuberculosis 2007* textbook was downloaded more than 31,000 times during the first month after publication in May 2007 (Figure 7.1).

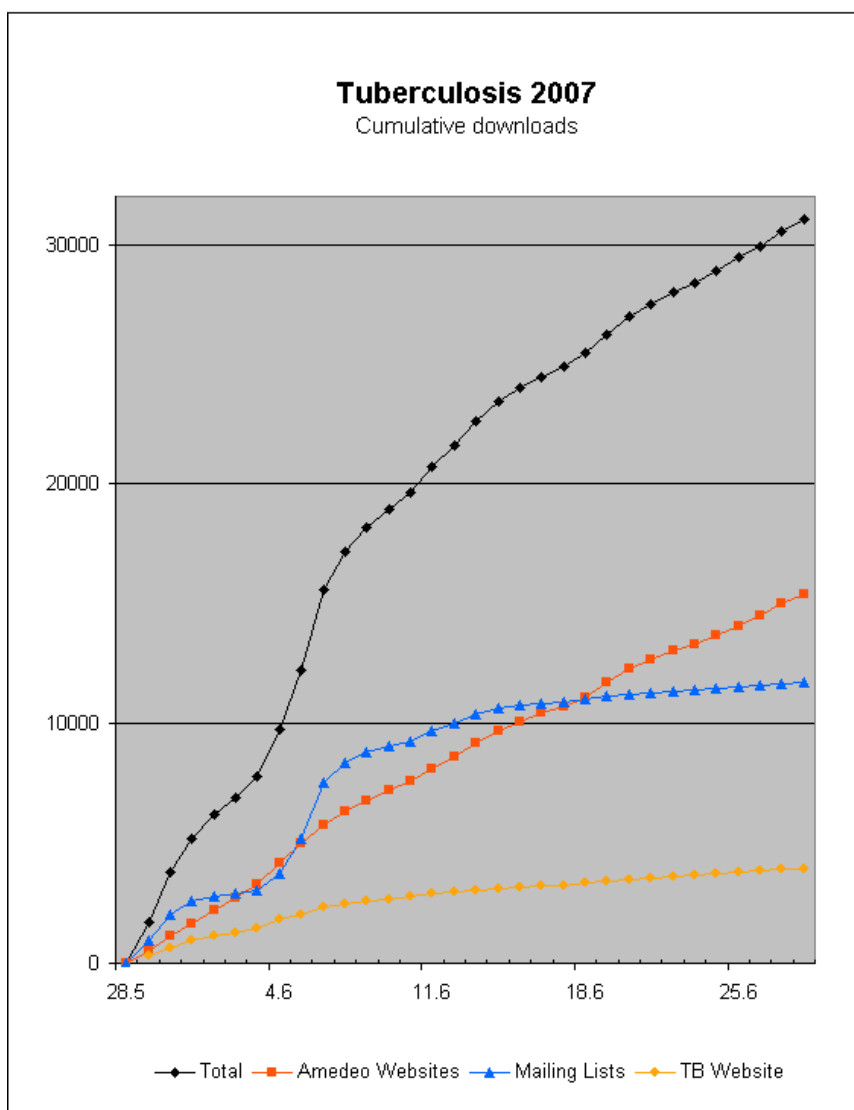


Figure 7.1. Tuberculosis 2007; cumulative download figures during the first 4 weeks after the launch of the 687-page textbook.

Amedeo Websites: Downloads triggered by Amedeo.com, AmedeoChallenge.org, FreeBooks4Doctors.com, FreeMedicalJournals.com.

Mailing Lists: Downloads triggered by messages sent out to the subscribers to the mailing lists of the Amedeo websites.

TB Website: Downloads from TuberculosisTextbook.com.

The Amedeo Textbook Awards is the latest in a series of initiatives by [Bernd Sebastian Kamps](#) (BSK) which aim at promoting the free availability of medical textbooks:

1. The first initiative goes back to 1991, when BSK published the first edition of his *[AIDS 1991](#)* textbook. It was accompanied by a diskette, containing a small piece of software, which interlinked chapters of the book with hyperlinks ([download](#) of the DOS version).
2. Five years later, in 1996, BSK decided to provide free access to the 6th edition of his textbook at his website www.hiv.net.
3. In 2002, he created the [FreeBooks4Doctors](#) website.
4. In 2003, BSK and Christian Hoffmann, as new Editor-in-Chief of *HIV Medicine*, [waived the copyright](#) on their book. As a result, [numerous translations](#) are now available.
5. Finally, in 2005, BSK summarized his editorial experience in *[Free Medical Information](#)*. It offers a detailed description of how physicians can write and publish their own textbooks.

Now, the Amedeo Textbook Awards go one step further and provide financial incentives for physicians who publish free medical textbooks. The [rationale](#) is simple: both *[HIV Medicine 2006](#)* and *[Tuberculosis 2007](#)* will be downloaded more than 100,000 times in a year. At a standard bookstore price of 50 Euro per copy, added value will exceed 5 million Euro for each book. Offering a 12,500 Euro prize to physicians who give free access to medical textbooks results therefore in 5,000,000 Euro of knowledge. These are the sort of returns financial investors can only dream of...

For a start, BSK and his wife [Patricia](#) (Figure 7.2) have funded, in equal parts, two awards of 12,500 Euro each for textbooks about [tuberculosis](#) and [viral hepatitis](#). In October 2007, they will announce a third award on an as yet undisclosed topic. Pfizer has contributed 25,000 Euro for a textbook on [antibiotic therapy](#). Other pharmaceutical companies will join in soon.

In the future, BSK needs to find people and money and bring together:

1. [public donations](#) and [institutional sponsors](#), and
2. [physicians](#) willing to produce the textbooks.



Figure 7.2. [Patricia Bourcillier](#), co-sponsor of three Amedeo Textbook Awards: [tuberculosis](#), [hepatitis](#) and immunology.

He has the infrastructure to achieve that. Somewhere on this planet, there are medical teams who are willing to produce these free textbooks – and via the 170,000 email addresses of his [Amedeo](#), [FreeBooks4Doctors](#), and [Free Medical Journals](#) mailing lists, [BSK](#) is able to contact them. Collecting the money from institutional sponsors and private donations will be demanding but feasible. If every single Amedeo subscribers donates 10 Euro, then together – Amedeo has 130,000 subscribers – they will create 100 books, trigger 10 million downloads and generate a textbook value of more than 500,000,000 Euro.

In addition to small donations, BSK will seek exclusive sponsorship from

1. Pharmaceutical companies (see below) and
2. Individuals who donate the entire sum of an award (see below: “Big Individual Sponsors”).

The money made available by the sponsors and donators will be entirely (100%) distributed among the editors and authors of the winning textbook teams. BSK and the [Amedeo Team](#) will charge no fee for the management of the Amedeo Challenge website and associated activities.

ELIGIBILITY

Application for the Amedeo Textbook awards is restricted to

1. Amedeo members
2. Physicians who have been recommended by an Amedeo member

An Amedeo member is defined as someone who subscribed to www.Amedeo.com before January 2006 (120,000 subscribers). The rules and conditions which govern the Amedeo Textbook Awards (see more details at <http://www.AmedeoChallenge.org/ac/cr.htm>) include:

1. The textbook must have a minimum number of pages.
2. The textbook must be published in English. However, teams from non-English speaking countries are expressly invited to participate.
3. Two thirds of the editors and two thirds of the authors must work in university or research institutions.
4. Two thirds of the editors and two thirds of the authors must be clinicians.
5. No single author may write more than 10 % of the content.
6. The authors must be the copyright holders of their chapters and may not sell or share this copyright.
7. The PDF file of the textbook needs to be published on the Internet for unrestricted and anonymous access.

PHARMACEUTICAL COMPANIES

Pharmaceutical companies who wish their name to be associated with a medical textbook on a specific subject should consider participating in the creation of the corresponding Amedeo award. They will achieve excellent visibility:

- A presentation page (see example at www.amedeochallenge.org/ac/pfizer.htm) will be displayed on the *Amedeo Challenge* website for at least two years.
- The sponsors will be mentioned at least twice in all 130,000 weekly Amedeo newsletters, (1) to announce the award, and (2) to announce the winner of the award.
- Textbooks and websites created as a result of the Amedeo Award will acknowledge the sponsor on page 2 of the textbook (see the PDF of [Tuberculosis 2007](#)) and include a link to the sponsor's website (see the BourcillierKamps.com logo at TuberculosisTextbook.com)

For more details, please check the *Rules and Conditions* at www.amedeochallenge.org/ac/cr.htm and the *Presence of Sponsors* at <http://www.amedeochallenge.org/ac/sp2.htm>.

BIG INDIVIDUAL SPONSORS

Individual persons may feel dedicated to a special medical topic because of their personal history, their family history or their professional commitment. Most people don't have 12,500 Euro left to spend on an exclusive Amedeo Textbook Award, but some people do. If you happen to know them, suggest to them that they should associate their name with the battle against a disease, for example:

“<Book Title> was made possible by an unrestricted educational grant provided by ABC and XYZ.”

or

“The Amedeo <topic> textbook award was established in affectionate memory of <name>, the acclaimed <profession etc.>, and is sponsored by <sponsor>.” (see example: the 12,500 Euro offered for a clinical textbook on viral hepatitis; <http://amedeochallenge.org/ac/hep.htm>)

For wealthy people, there is a lot of stupid ways to spend money. Show them that the Amedeo Challenge Awards offer an excellent opportunity to do something special. BSK will help them to be special.

CALL FOR DONATION

In October 2007, BSK will make a [call for donations](#) to the more than 130,000 subscribers to his scientific literature service [Amedeo](#). It will be the first of its kind in BSK’s 12 years of internet activity. “I am confident that we will raise enough money to create several new awards within months”, he says. “Amedeo subscribers are usually huge fans of the free information concept it stands for.”

Time is ripe. When 12,500 Euro motivate physicians and scientists to create a book worth 50 Euro, which is downloaded 100,000 times (thus creating a virtual value of 5 million Euro), every single donated Euro translates into 400 Euro of downloaded PDF files – a formidable value creation. BSK has called this virtual value the *Amedeo Knowledge Value* (AKV). Table 7.1 shows the amount of AKV and the number of books your donation might create by substituting small, ridiculous or overpriced spending activities. For example, just 10 Euro create an AKV of 4,000 Euro and 80 books.

Private donations will be acknowledged on the first pages of the new free textbooks (Tables 7.2–7.4); donors of more than 100 Euro will also benefit from a variety of prizes and services (see Table 7.5). In addition, all donations ever made to Amedeo Challenge will be published and updated yearly in a PDF book made available at the [Flying Publisher](#) website.

Table 7.1. Donations, return on investment

| Donation (Euro) | What you get for it in Paris | The Amedeo Knowledge Value you get for it (Euro) | No of Books |
|----------------------------|---|---|------------------------|
| 10 | Two bottles of mineral water | 4,000 | 80 |
| 20 | One CD | 8,000 | 160 |
| 50 | A diner in a restaurant | 20,000 | 400 |
| 100 | A chocolate Easter egg | 40,000 | 800 |
| 200 | A gadget wristwatch | 80,000 | 1600 |
| 500 | A pair of fine shoes | 200,000 | 4,000 |
| 1,000 | An elegant winter jacket | 400,000 | 8,000 |
| 2,000 | A small diamond | 800,000 | 16,000 |
| 5,000 | A home cinema | 2,000,000 | 40,000 |
| 12,500 | 1 Magnum Petrus 2000 | 4,000,000 | 80,000 |
| 25,000 | 10 nights at the Ritz | 8,000,000 | 160,000 |
| 50,000 | A Mercedes | 20,000,000 | 400,000 |
| 100,000 | 10 m ² in the Latin Quarter | 40,000,000 | 800,000 |

Table 7.2. Acknowledgement of donations >50 Euro on page 1 of the textbook

| Donations superior to (€) | |
|---------------------------|---|
| >25,000 | Marcus Crassus, Rome |
| >12,500 | Ingvar Kamradt, Berlin |
| 5,001–12,500 | Stephan Kamps, Wuppertal |
| 2,001–5,000 | Christian Hoffmann, Hamburg |
| 1,001–2,000 | Jörg Rupp, Athens – Andreas Penk, Karlsruhe |
| 501–1,000 | Torsten Hoof, Paris – Iris Wiesel, Efringen-Kirchen – Frank Birnbaum, Karlsruhe – Jürgen Bufler, Karlsruhe – Britta Ranneberg, Hamburg – Uschi Schrenk, Tokyo – Robert Unterhuber, Berlin – Nadia elMasry, Basel – Jörg Adamczewski, Paris – Katrin Mugele, Berlin – Mechthild Vocks-Hauck, Berlin – Elise Prudhomme, Paris |
| 201–500 | Gustavo Reyes-Terán, Mexico – Wolfgang Preiser, Tygerberg – Jürgen Rockstroh, Bonn – Thomas Fischer, Ingelheim – André Gaidies, Ingelheim |
| 101–200 | Christiane Schieferstein, Frankfurt – Georg Behrens, Hanover – Helmut Schöfer, Frankfurt – Ulrich A. Walker, Freiburg – Carin Tornatzky, Berlin |
| 51–100 | P. Vaughan – Sylvia Cardoso Leão, São Paulo – Juan Carlos Palomino, Antwerp – Viviana Ritacco, Buenos Aires |

Table 7.3. Acknowledgement of donations on page 3 of the textbook

| Donations (€) | |
|---------------|---|
| 26–50 | Didier Vincent, Paris – Souhila Hammam, London – Ouardia Hammam, Paris – Henia Hammam, Paris – Thomas Junghanss, Heidelberg |

Table 7.4. Acknowledgement of donations on page 5 of the textbook

| Donations (€) | |
|---------------|--|
| 10–25 | Mark R. Brown – Pierre Paul, Marseille – Paul Jacques, Lyon – Jeffri Lingo, Indonesia – Sharon Campbell – Amélie Poulain, Montmartre |

Table 7.5. Acknowledgement of donations: additional prizes and services

| Donation (Euro) | Entry page | | | | | | | | | | | |
|--------------------|------------|---|---|-----|----|-----|----|-----|-----|----|-----|----|
| | 5 | 3 | 1 | Wb1 | DC | Pen | Bk | Wb2 | CA1 | P1 | CA3 | P3 |
| 10–25 | X | | | | | | | | | | | |
| 26–50 | | X | | | | | | | | | | |
| 51–100 | | | X | | | | | | | | | |
| 101–200 | | | X | X | | | | | | | | |
| 201–500 | | | X | X | X | | | | | | | |
| 501–1,000 | | | X | X | X | X | | | | | | |
| 1,001–2,000 | | | X | X | X | X | X | | | | | |
| 2,001–5,000 | | | X | X | X | X | X | X | X | | | |
| 5,001–12,500 | | | X | X | X | X | X | X | | X | | |
| 12,501–25,000 | | | X | X | X | X | X | X | | | X | |
| >25,000 | | | X | X | X | X | X | X | | | | X |

| | |
|---------------------------|---|
| Entry page 5 or 3 or 1 | Acknowledgement on page 5, 3, or 1 of the textbook (first name, last name, city) |
| Wb1 | Acknowledgement on a permanent Amedeo Challenge donation webpage (first name, last name, city) |
| DC | Donation certificate (PDF, see example) |
| Pen | Original Amedeo Pen |
| Bk | A copy of the printed book (traditional printing or Lulu printing), signed by at least one of the editors (>12.500 Euro: signed by all editors) |
| Wb2 | Your personal Amedeo Challenge page. In 400 words, you may present yourself, your life and your projects (see example http://amedeochallenge.org/ac/pfizer.htm) |
| CA1 | One day in Cagliari, accompanied by Bernd Sebastian Kamps (BSK)* |
| P1 | One day in Paris, accompanied by BSK* |
| CA3 | Three days in Cagliari, accompanied by BSK* |
| P3 | Three days in Paris, accompanied by BSK* |

* Accommodation and restaurants included

CONCLUSION

In recent years, physicians and scientists have gained full control over the publishing process. It is time now to translate that into new ways of transmitting medical knowledge. By offering free access to their textbook, physicians and scientists operate a conceptual shift from money to visibility: Go without money and gain in visibility. The results of “magic free PDF” are overwhelming. During the first month, the free PDF of Tuberculosis 2007 was downloaded more than 31,000 times – a remarkable visibility in times where visibility is all about planetary visibility (Figure 7.1).

The story will not end here. Amedeo Challenge, and in particular the October 2007 call for donations, will prove that physicians also have the economic power to make global free medical information happen. 10 Euro is a small amount of money for most individual subscribers to Amedeo, but multiplied by the tens of thousands of subscribers, it is a huge amount with which to create dozens of Amedeo Textbook Awards. Small causes will generate huge effects.

Computer and Internet technology have enabled physicians and scientists to become the masters of their writings. Physicians and scientists will now change the world of scientific publishing.

8

Perspectives

5000 years ago, man invented writing, 500 years ago, Gutenberg invented the letterpress, and over the last 10 years, the Internet has triggered the third revolution in knowledge transmission. In this new information environment, physicians will play a vital role in the dissemination of medical information. Physicians are now in complete control of the production and distribution process of medical information. As a result, the publication of freely accessible medical textbooks will become a standard procedure in medical publishing.

One of BSK's favorite quotes is: "A medical textbook without a free Internet PDF is like a car without wheels!" Consequently, physicians who offer their writings as free PDFs on the Web, will have an enormous selective advantage over colleagues who stick to print-only publications.

When asked why he does what he does, BSK answers: "Because I have time. I have time because it takes me less than 40 hours a week to get the butter on my bread. And I prefer promoting free medical textbooks than going in for sports or any other pastime."

Free high-quality medical textbooks will contribute to the improvement of medical care. As medicine is not an unlimited field, the most important subjects can be covered in 100 textbooks. Imagine: 100 books, 50,000 pages, free of charge, updated every 12 or 24 months. 99% of the questions that crop up in daily medical routine would be covered – for the benefit of patients, students, and doctors. All the world needs is a hundred teams of dedicated and far-sighted doctors who make the decision that up-to-date medical information will be available free of charge. 100 teams that will revolutionize the access to medical information. There is no doubt: [HIV Medicine](#), [Influenza Report](#), and [Tuberculosis 2007](#) are just the beginning.

Remember what BSK always says: "Science is beautiful. The spirit of science is to share information. Be part of it."

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Who is Amedeo? What are the driving forces behind the project? What is Free Medical Information? How can free medical textbooks such as HIV Medicine generate money? And what the hell are the Amedeo textbook awards?

Attilio Baghino has been the official biographer of the Amedeo project for many years and answers all these questions. While telling the Amedeo success story, he also shows why the concept of free medical information is intimately linked to the personality of BSK.

Physicians have the economic power to produce free medical textbooks. In October 2007, BSK will issue a call for donations. If every subscriber to his Amedeo, Free Medical Journals, and FreeBooks4Doctors donates 10 Euro, they will collect enough money to create 100 free textbooks, thus generating a textbook value of more than 500,000,000 Euro.

We are in the middle of a hurricane, which is approaching medical publishing territory. "The Amedeo Challenge" describes some of the players and forces involved.